Figure 1

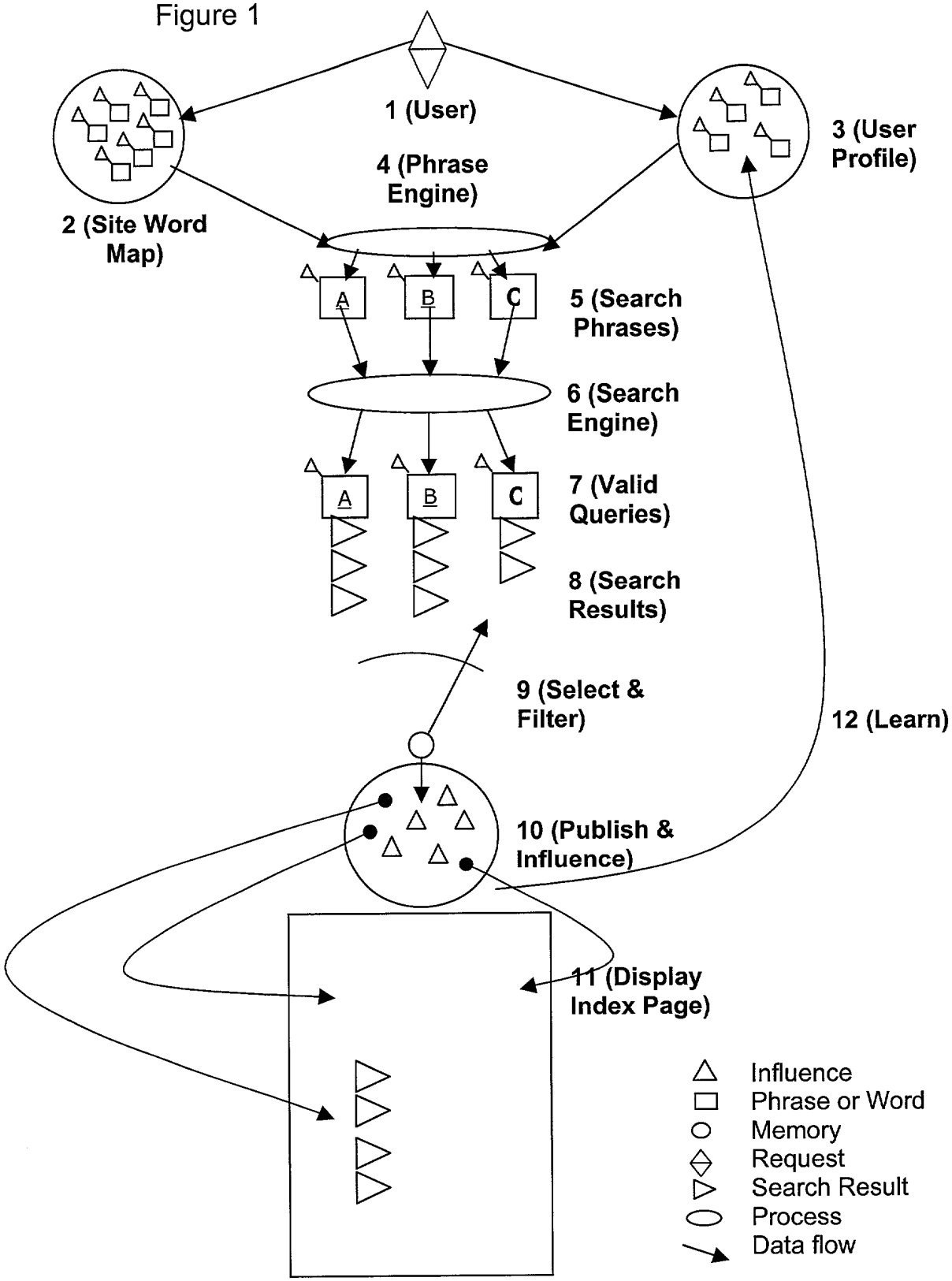
1 (User)
2 (Site Word Map)
3 (User Profile)
4 (Phrase Engine)
A
B
C
5 (Search Phrases)
6 (Search Engine)
A
B
C
7 (Valid Queries)
8 (Search Results)
9 (Select & Filter)
10 (Publish & Influence)
11 (Display Index Page)
12 (Learn)
Influence
Phrase or Word
Memory
Request
Search Result
Process
Data flow

Figure 2

Click	Search Result	Search Phrase
clicked	a	1,2

Map
1[1],2[1]
2[1],1[1]

Click	Search Result	Search Phrase
clicked	b	3,4

Map
1[1],2[1]
2[1],1[1]
3[1],4[1]
4[1],3[1]

Click	Search Result	Search Phrase
clicked	c	1,4

Map
1[2],2[1],4[1]
2[1],1[1]
3[1],4[1]
4[2],3[1],1[1]

Click	Search Result	Search Phrase
clicked	c	1,2

Map
1[3],2[2],4[1]
2[2],1[2]
3[1],4[1]
4[2],3[1],1[1]

Click	Search Result	Search Phrase
clicked	c	1,3

Map
1[4],2[2],4[1],3[1]
2[2],1[2]
3[2],4[1],1[1]
4[2],3[1],1[1]